



# **NEDAC Meeting June 22, 2021**

modern  
**green**  
forward-thinking  
inclusive  
community  
progressive  
creative  
urban  
smart  
innovative

# Agenda

- Accelerate Newmarket
- Digital Verification Pilot
- Economic Development and COVID-19
- Marketing Plan Timelines and Rollout
- Market Research Execution Plan

# COVID-19 Updates

- Economic Development Strategy
- Small Business Support Services
- Brief Economic Update



# ECONOMIC DEVELOPMENT STRATEGY

2021 to 2024



Newmarket



## ECONOMIC DEVELOPMENT STRATEGIES

THERE'S A PLACE FOR YOU *here*

### STRATEGY 1:

ATTRACTION AND MARKETING

*where work meets play*

### STRATEGY 2:

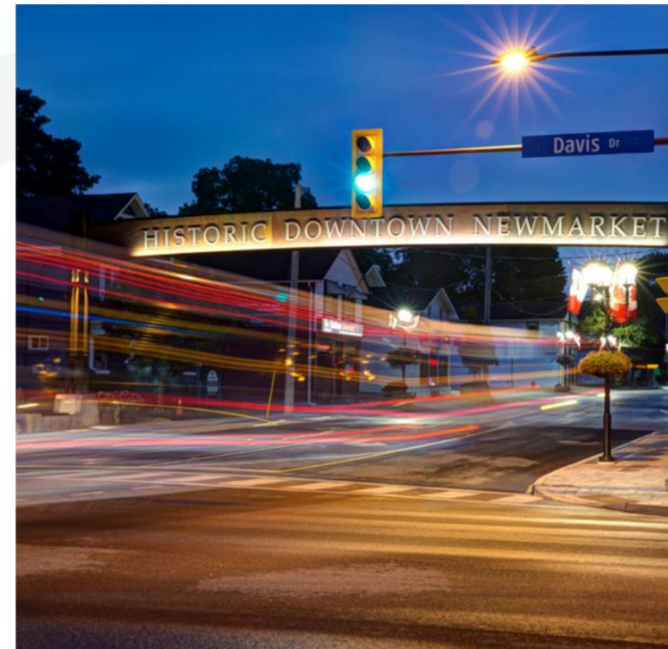
BUILDING AN ENTREPRENEURIAL  
ECO-SYSTEM

*where innovation meets open minds*

### STRATEGY 3:

COMMUNITY VIBE-RANCY

*where culture meets community*



# Economic Development Strategy Update



- June 2020 – Paused finalizing 2021-2024 due to COVID-19 pandemic, NEDAC asked for an increased focus on small business support in the strategy
- October 2020 –provided updated strategy to NEDAC based on further pandemic experiences and research
- Shifted focus from office attraction to entrepreneurship, community vibrancy and small business supports in partnership with Chamber of Commerce and York Region SBEC
- Finalized April 2021 received by Council, includes a pre-amble on COVID-19 impacts especially on unemployment rates and working trends

# Small Business Supports

- Reinforcing partnership with York Region SBEC and strengthening referral services as Business Assistance Concierge in its current form winds down
- Continuing to grow partnership with Newmarket Chamber of Commerce with a strong pandemic recovery focus for small businesses through the Choose Local Program
- Temporary Patio Program -37 temporary permits issued for 2021
- On-going newsletter program on grants, re-opening and information sessions
- Council authorized up to \$100,000 to support small business, which includes 1 year contract for recent grad/post-grad student (expected hiring August 2021)





# Choose Local Marketing

On-going marketing from July 2021-January 2022

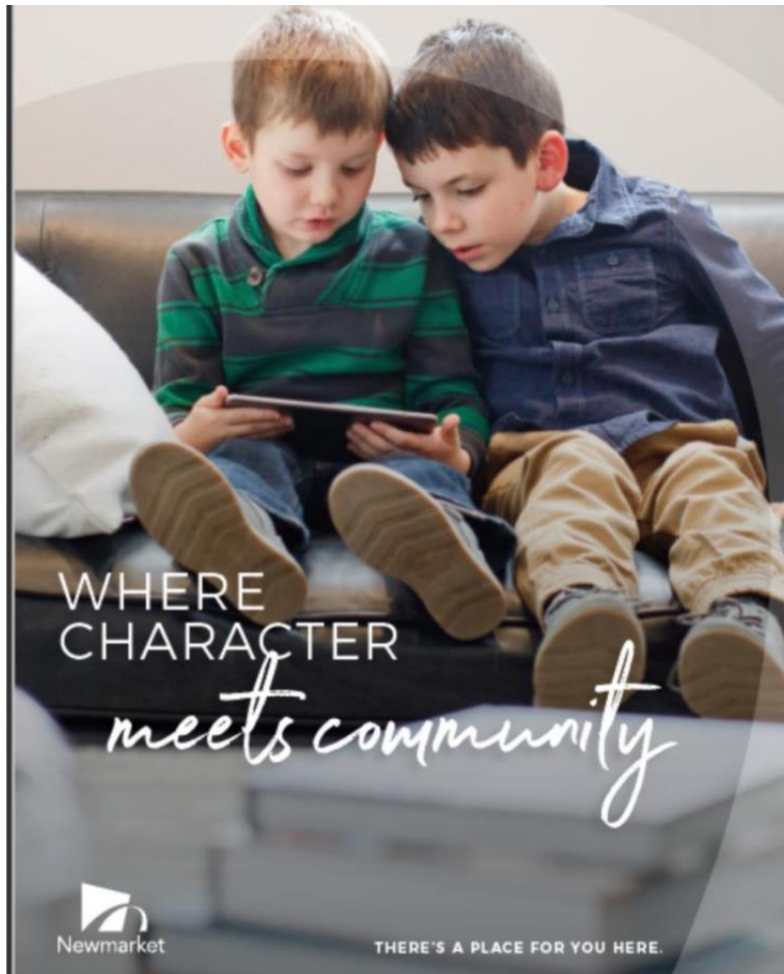
- Partnership with Chamber of Commerce
- Contests, local advertising buys, business engagement and community engagement
- Chamber and Town each leading specific aspects of the campaign
- Next contest launches week of June 28, 2021



# Economic Update



- Of Canada's 152 700 lost jobs in April, two thirds of these were Ontario based jobs
- May job losses from third wave led to 8.2% unemployment across Canada with job losses in Ontario and Quebec driving change
- Manufacturing and construction industries facing supply chain and pandemic related restrictions, which impacts job numbers
- Expecting rebound in construction in sync with re-opening
- Re-opening in Ontario expected to ease employment losses (especially in retail and hospitality)
- Conference Board of Canada expects rebound to 2019 employment levels by 2024



# Marketing Strategy Update

# Brand Identity and Target Audiences



“A community of contrasts:” urban and suburban, big mall and great downtown, busy patios and quiet evenings in your backyard

The marketplace and its community is in our roots. When we meet together we succeed together.

*Developers &  
Real-Estate*

*Knowledge-based  
Businesses & Employees*

*Residents, Partners  
& Families*

**Where work  
meets play**

**Where innovation  
meets open minds**

**Where culture  
meets community**

*There's a place for you here.*

# 2017-2019 Campaign Brand Strategy



- Goals:
  - Establish Newmarket as a preferred market within the GTHA for intensification investment (need to look at office vs. residential)
  - Brand Newmarket as the leader in suburban urbanization
  - Engage key stakeholders who share the Town's vision for growth along the corridors with compelling messaging to attract investment



# 2017-2019 Campaign Execution



Channel	Description
Media Relations	Pitching stories to media outlets in the GTA
Social Media/Display Paid Advertising	Using paid advertising based on geographic and interest based targeting
Social media organic	Using Town's existing strong social presence to leverage defined messaging to each target audience
Event kits	Key opportunities where the Town should have a presence and using the banner bug and morph boards for engagement



- Zoning approved, nearing end of site plan process
- Two 15 storey towers, 339 units
- Goal is to obtain building permit by Fall, 2021

Briarwood Development: 693 & 713 Davis Drive





- Zoning for entire site approved
- Site plan for Ph. 1 & Ph. 2 complete and one rental (15 storey) and one condo (15 storey) now under construction
- Ph 3 rental building (9 storey) at site plan review stage
- Total of 533 units when complete



Rose Corp:  
175, 195, & 200 Deerfield Road





## Redwood Development: 17645 Yonge Street

- Zoning bylaw approved and servicing allocated
- Nearing end of site plan approval process
- 3 towers proposed (21, 19, 17 storeys) totalling 534 units





## Kerbel: Yonge & Millard

- Recently reactivated and concept reconfigured
- One 12 storey tower and 28 stacked townhouses behind, commercial on ground floor
- Zoning has been approved. Lifting of holding provision and site plan approval still required





# 2022-2024 Marketing Strategy

# Updated Brand Strategies

- Goals:
  - Re-inforce Newmarket as a preferred market within the GTHA for intensification investment
  - Brand Newmarket as the leader in suburban urbanization
  - Engage key stakeholders who share the Town's vision for growth in professional services, entrepreneurship and technology with compelling messaging to attract investment

# 2022-2024 Marketing Plan Timelines



# Goals of Market Research (July-October)

**Identify Newmarket's marketable differentiating factors that support the Newmarket Economic Development Strategy pillars of Community Vibrancy and fostering the Entrepreneurial Eco-system**

- 1) Identify the needs of local businesses for whom we have the capacity to help expand (specifically those looking for office, tech based careers, knowledge workers)
- 2) Identify the push/pull factors that cause entrepreneurs, technology employees and accelerator (Createlt, NewMakeIT and Accelerate/Treefrog) clients to re-locate to Newmarket
- 3) Begin to map the entrepreneurial eco-system and conduct a gaps analysis in terms of talent and the push/pull factors for entrepreneurs, employees and volunteers

# Market Research Outreach and Tactics

*Community Vibrancy and The Entrepreneurial Eco-system*

## **Millennials and New Residents**

*Answering the questions:* Who is buying in Newmarket? Who is moving into condos/new builds? Where are buyers re-locating from? What are they looking for in a community? Where are they working post-pandemic? Why are they moving here? Why are they leaving other places?

- Interviews with local realtors to understand new resident market
- Market reports
- Focus groups with new residents
- New residents survey



# Market Research Outreach and Tactics

*Community Vibrancy and The Entrepreneurial Eco-system*

## **Business diversity**

*Answering the questions:* What caused recently re-located tenants to land in Newmarket? Why are entrepreneurs starting/growing their business here? What are the common factors between entrepreneurial businesses in Newmarket? What are the market factors influencing the entrepreneurial eco-system in Newmarket?

Tenant and talent attraction with a focus on Entrepreneurial Eco-system:

- Focus groups with these companies, their employees
- Rent trends, occupancy details etc.
- Market scan

# Next Steps

- Conduct Market Research over the summer
- Analyze and test the differentiating factors identified, in market
- Finalize Niche Audiences and form tactics including metrics and goals for the next stages of the marketing strategy, in consultation with NEDAC
- Analyze the Entrepreneurial Eco-system (multi-purpose, for marketing plan and execution of Economic Development Strategy)

# Questions for Consideration

- What other groups in Newmarket need to be engaged in the *market research* phase?
- Do the updated overarching goals for the campaign align with NEDAC's vision for the marketing strategy?
- Are there mechanisms for engaging in market research (especially focus groups) that should be considered given the need for social distancing, virtual engagement etc.?
- How can the market research phase help us understand the challenges and opportunities that COVID-19 might be presenting?